



Maven Messaging Manual



There is no greater power on this earth than story.

— LIBBA BRAY

It's time to start telling a better story.

The noise of advertising is bombarding the brains of our society more than ever. And in this chaos, thousands of bits of information are hurled at your customer every day before work even begins.

Somewhere along the way, we forgot that our job as marketers is not to inform.

It is to inspire.

If you wish to make a difference; if you wish to be heard, there is only one saving force that will stir the hearts of those you wish to call to action: *story*.

Stories delight us. Stories teach us. Stories make us better. It's no wonder that we gladly give ourselves to stories hundreds of times per day.

Implant stories in every corner of your marketing and people will also flock to you, ready to take the action you wish for them to take.

This is your guide to being one of the rare few who are heard.

A stylized, handwritten signature in grey ink, appearing to read 'Brandon Welch', positioned above the name 'BRANDON WELCH'.

BRANDON WELCH



Think twice before you speak,
because your words and influence
will plant the seed of either success
of failure in the mind of another.

— NAPOLEON HILL

MESSAGE MANUAL

01 Your Core Audience

- Target audiences
- Motivations
- Needs, pains, hopes, and fears

02 Your Core Message

- Core message
- Elevator pitch
- One-liner
- Brand phrases

03 Bring It To Life

- Implementation



Get obsessed with your customer, speak to the things that matter to them, and give them a reasonable next step. This is the proven process for maximum impact, and profit in your advertising.



01

Your Core Audience

When you take the time to understand who your customer *truly* is by studying their needs, pains, hopes, and fears, you will hold the keys to inspiring them to take action. Review these before taking any marketing effort to refresh your perspective and equip yourself to connect.

Who are you speaking to?

MODEST MILLIONAIRES:

Diligent, steady investors, and traditional in their faith, Modest Millionaires are the key players in our generosity mission because of their financial means and high regard for obedience and stewardship.

ALTRUISTIC ENTREPRENEURS:

Enthusiastic, driven, and successful, Altruistic Entrepreneurs like making big things happen. Their status and vision are rocket fuel for launching the message and mission of generosity to new heights.

LADDER CLIMBER:

Like Altruistic Entrepreneurs, Ladder Climbers are successful and driven. Their laser-like focus on achievement has led them to early financial success, but they secretly know there is something more than their professional accolades. Generosity can help them find it.

CHILD OF WEALTH:

Children of Wealth are often at odds with the financial means they were born into. Though they want for nothing in materialistic terms, they are often challenged to forge their own identity and sense of accomplishment. Generosity is a virtue that can provide them and the families they come from much greater purpose and impact.

CHURCHES & ORGANIZATIONS:

Churches and organizations depend on generosity to stay alive and to thrive. Since they are the direct benefactors of charity, it is often a conflict for them to talk about money. Our events can be instrumental in leading a conversation about giving in a neutral setting with pure and positive perception.



MODEST MILLIONAIRE

What motivates them?

- Good stewardship
- Providing for their family
- Leaving a legacy

NEEDS:

- Confidence they're doing the right thing
- A strong, healthy, and connected family
- An identity outside of their wealth

PAINS:

- Being treated differently
- Being judged for not doing enough
- Being judged for how children turned out

HOPES:

- To inspire others
- To have well-grounded children and grandchildren
- To continue to contributing to their community

FEARS:

- Not making an impact
- Children not knowing the value of hard work
- Children not staying in relationship with Christ
- Not having done enough



What motivates them?

- Making big things happen
- Awesome experiences with a variety of people

NEEDS:

- Fun, adventure, and new challenges
- Peers who understand what it's like to be them

PAINS:

- Burned out by their ambition
- Never stop to appreciate their accomplishments

HOPES:

- To have a lasting impact
- To create strong relationships
- To be free

FEARS:

- Losing the game
- Not doing enough
- Losing purpose-filled connections





LADDER CLIMBER

What motivates them?

- Awards and accolades
- Accomplishing more than their peers
- Staying ahead of the game

NEEDS:

- Acknowledgement
- A clear path to success
- To feel more and deeper

PAINS:

- Lack of deep and genuine connections
- Lack of identity
- Feeling like they've not done enough

HOPES:

- To make their parents proud
- To 'make it' in life
- To be known for their work

FEARS:

- A failure of any kind
- Finding they've been climbing the wrong ladder
- Not being loved

What motivates them?

- They aren't sure
- Finding their own path

NEEDS:

- To be known for more than their parents success
- A reason to get up every day

PAINS:

- Being viewed as a 'lucky one'
- Relating to their peers
- Everyone assuming their life is easy and perfect

HOPES:

- To find significance
- To make their parents proud

FEARS:

- Not having their own identity
- Living in the shadows
- Not being respected





CHURCHES & ORGANIZATIONS

What motivates them?

- The mission and vision
- Making a bigger impact
- Survival and sustainability

NEEDS:

- Sustainable giving
- Support and buy-in
- Partnership to assist discussing money

PAINS:

- The financial conversation being tied to their personal gain
- Motivating people to give
- Instability in finances
- An element of discipleship they feel inadequate to discuss

HOPES:

- To inspire generosity
- To grow their circle of influence
- To change more lives
- To focus on mission without having to worry about money

FEARS:

- Fear there is not enough
- Offending people
- Losing support when asking for more



People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions, or help them throw rocks at their enemies.

— BLAIR WARREN



02

Your Core Message

Your core message is a collection of words that state the problem you see in the world of your customer, how you can address it, why you're qualified to solve it, and a call for them to take action with you. Use this statement in part, or in full, to clarify your purpose and guide your marketing to make a meaningful connection with those you wish to serve.

CORE MESSAGE

Culture has taught us that money can buy joy and that giving is a mere obligation for being considered a good person. In our haphazard pursuit of having more, we've lost touch with what it means to have a generous life.

Generous Giving explores what it means to live with Jesus-like generosity. We host conversations about God and money in an environment that never asks you for donations or anything in return.

These experiences have led thousands to experience renewed purpose, stronger families, passionate marriages, and deeper relationships with God.

Join one of our events and to welcome a renewed spirit of generosity in your life.



A group of people are gathered around an outdoor table at night, enjoying a meal and conversation. The scene is warmly lit by a string of glowing yellow light bulbs hanging above them. In the foreground, a man with a beard and a woman with long hair are smiling and looking towards the camera. Other people are visible in the background, some with their backs to the camera. The table is set with plates, glasses, and a bowl. The overall atmosphere is relaxed and social.

ELEVATOR PITCH

A short, snappy, easy-to-grasp explanation of your organization and what you offer. The elevator pitch is the perfect answer to the question, “What do you do?” The person you’re speaking with might turn out to be a perfect fit—or know someone who is.

A vertical photograph on the left side of the page shows a woman with dark hair, smiling and looking towards the right. She is wearing a dark top. In the background, there are warm, glowing string lights, suggesting an outdoor evening event.

ELEVATOR PITCH

CONSUMPTION-FORWARD

Culture has misled us in the assumption that money can buy joy and that giving is merely an obligation. Generous Giving hosts free events that explore Jesus-like generosity in an environment that never asks for money or donations. This leads to stronger families, renewed marriages, and deeper relationships with God.

SKEPTICISM-FORWARD

Most conversations about giving end with an ask for money. We host free events that help explore Jesus-like generosity without asking for anything in return. This leads to stronger families, renewed marriages, and a deeper relationships with God.

A photograph of a multi-generational family in a kitchen. An elderly couple with white hair and a beard are smiling. A middle-aged couple with dark hair are also smiling. A young girl is sitting on a table, and another girl is standing in the foreground. A small, fluffy, light-brown dog is being held by the woman. The background shows a kitchen with a stone wall and a window looking out onto greenery.

ONE-LINER

A concise statement that you can use to clearly explain: what makes you different, exactly what you do in very clear language, what your customer will accomplish through you, and how this will effect their life long-term.

Explore a life with
Jesus-like generosity.



BRAND PHRASES

Modest Millionaires

- Lead your family to the joy that flows from a generous heart.
- Explore generosity through the lens of Jesus.
- Explore generosity with faith and friends.
- Restore generosity. Restore your marriage.
- Generous families have big reunions.

Keys: heart, family, friends, marriage, together



Altruistic Entrepreneurs

- Experience the exhilaration of a generous life.
- Experience living and giving with the generosity of Jesus.
- Give your money a mission.
- You've been blessed. Now what?
- Give your giving a purpose.

Keys: life, purpose, impact, experience, mission

Ladder Climber

- Experience the fulfillment of a generous life.
- Make an impact with Jesus-like generosity.
- Step into the purpose that flows from a generous heart.
- Generosity is calling.
- Giving *is* growing.

Keys: life, purpose, impact, fulfillment, performance

Child of Wealth

- Experience the peace that flows from a life of generosity.
- Live and give with the generosity of Jesus.
- Generosity is calling.
- You've been blessed. Now what?

Keys: calling, blessed, peace, purpose, fulfillment

Churches & Organizations

- Lead your congregation to the joy of a generous life.
- Take the guilt out of giving and teach the generosity of Jesus.
- Teach generosity without guilt.
- Inspire generosity without guilt.
- Light the fire of generosity.

Keys: lead, stewardship, inspire, teach, demonstrate





03

Bring It To Life

Knowing *who your audience* is and *how to speak to them* is half the battle. Strategic planning can only help when your core message is implemented across all your media channels. The clarity of your words and consistency of your message will make your brand easy to recognize and establish your organization as an authority in the field.

Website



- Is there one singular idea communicated on your website?
- Do you have a call to action tied to an automated follow-up email system that features direct calls to action?
- Does every word, button, and image on your website communicate elements of the core message? If not, can it be changed or removed?
- Are there images on your website that display how your prospect will feel once their problems have been resolved by your organization?
- Is there too much information on your website? Does this cause clutter? Are there too many links? If so, can you trim it down?
- Have you started a blog featuring articles and information your prospects might find valuable?

Email Campaigns



- Are you capturing email addresses from your customers in exchange for free information?
- Are you emailing customers free, valuable information with a reasonable next step to take action?
- Are your email short, clear, and compelling?

Presentations



- Does your presentation explain what your prospect wants?
- Does your presentation explain why your prospect has good intentions?
- Does your presentation explain what your prospect's needs, pains, hopes, and fears are?
- Does your presentation help your prospect understand your organization is a trusted guide?
- Do you express empathy for your prospect in the presentation?
- Do you present yourself as an authority in your field of experts?
- Do you present a plan to break through your prospect's confusion?
- Do you call your prospect to action?
- Do you talk about the consequences of not taking action?
- Do you demonstrate the fulfillment of your prospect's hopes through your organization?

Video



- Have you made a video you can post online about your organization?
- Does the video identify your customer's needs, pains, hopes, or fears?
- Does the video express empathy and understanding for your customer?
- Does the video explain why you're an authority in your field of expertise?
- Do you talk about the path to doing business in your video? Does the video call your prospect to action?
- Does the video talk about the negative consequences you help your prospects avoid for not engaging with you?
- Does your video demonstrate the hopes you can help your prospects experience?
- Is your company one-liner featured in your video?
- Can you feature a brief, concise customer testimonial in your video?

Team



Concentrate all your
thoughts upon the
work in hand. The sun's
rays do not burn until
brought to a focus.

— ALEXANDER GRAHAM BELL

- Is your staff familiar with your core message?
- Does your team know your core message by heart?
- Can your team say the one-liner in a natural manner to help prospects understand what you do?
- Can your team walk a prospect through the simplified path to doing business?
- Are you offering your prospects a transitional call to action?
- Does your team capture email address and add them to your CRM database?
- Does your organization have team apparel? Can your online be featured on it?
- Can your team members tell a story of customer success?



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